National South Asian Summit Advocacy Day

April 24, 2017

Welcome to Advocacy Day

- Opportunity to meet with federal legislative offices and raise issues affecting the community
- Hands-on training on how to engage in advocacy
- Network

Why YOU Should Participate in Advocacy Day

- Inform Congress of the impact of immigration, hate violence, and racial profiling policies on South Asian Americans
- Influence the dialogue on these important issues
- Learn about the policy priorities of a particular member of Congress

New to Advocacy? Don't Worry!

- Learn about issues today
- Advocacy training with tips
- Remember to focus on the impact of the issues for South Asians
- You know your community and experiences
- Your legislators

What We Will Discuss Today

- Logistical information
- Agenda for Advocacy Day
- Script for a legislative meeting

Schedule For Tomorrow

- **Morning Session** *(Hart Senate Office Building SH-902)*
  - 9:30am – 10:30 am Congressional Briefing on Immigration, Racial Profiling, and Hate Violence
  - 11:00am – 12:00pm Briefing by Government Leaders
- **Afternoon Session** *(Capitol Hill)*
  - 12:00pm – 1:30pm Lunch - Delegation Organizing
  - 2pm – 4pm Individual Visits with Congressional Offices

Roles During The Meeting

- Each meeting will have a team leader, designated speakers, & a note taker
- Team Leader: Thanks the staffer, starts off discussion & leads the meeting, & closes the meeting & provides materials to the staffer
- Designated Speakers: Outline issues assigned to them in the talking points
- Note taker: Takes notes during the meeting & provides these notes to SAALT staff.

Key Decisions on SAALT efforts, programming

KEEP:

- SAALT continues to host, organize the biennial **South Asian Summit** (with a focus on engaging professionals, NCSO representatives)

CHANGE/ENHANCE

- **Deepen engagement w/NCSO** in multiple ways:
  - Via expanded capacity building (TA, more regrants)
  - Via an annual NCSO Hill Lobby Day, convening
  - Via bringing NCSO leaders to DC meetings w/electeds, policymakers
  - Via expanding the NCSO to include under-represented communities, organizational focuses
- Provide more support on **local advocacy, base building, lobbying**
- Develop, distribute **more national analysis**: reports, fact sheets, toolkits

KEY DECISIONS ON SAALT EFFORTS; PROGRAMMING

CHANGE/ENHANCE (continued)

- Develop national **communications strategy**, with components & timeline, spanning SAALT's programs and strategies
- Expand **We Build Community** to explicitly focus on technical assistance, capacity building (need to raise additional regrant funds)

CHANGE/FOCUS OR STOP

STOP

- Be The Change
- SAALT Circles

CHANGE/FOCUS

- **Refocus Young Leaders Institute** to align youth projects w/SAALT's core strategies & **dovetail w/NCSO** partners' work.
- Determine which coalitions, campaigns to establish/amplify presence w/other social justice movements (core SAALT strategy #7)

Staffing growth plan & timeline

OVERALL GOAL: Add 5 FTEs by end of 2019

- Communications & Development Manager (filled by October 2016)
- Policy Associate (NEW position, to be hired in Year 2 of Plan)
- Community Engagement staff (2 FTEs, staffing plan by end of 2017):
  - Local policy advocacy, base building, organizing, coordination w/NCSO (position exists: Community Partnerships Coordinator)
  - Technical assistance, capacity building, organizational development (NEW position, potentially higher-level)
- Communications staffer (NEW position: in addition to existing Communications & Development Manager role)

Staffing growth plan & timeline

Position	Date	Impact
Managing Director	August 15 2016	•Core steps for Yr 1 of plan affirmed •Will holistically assess structure, staffing
Communications & Development Manager	October 2016	•Begins to build out communications strategy •Enhanced plan for media advocacy, possibly community education
Policy Associate	2017-2018	•NEW position •Adds policy capacity for core strategies
Community Engagement staffing plan	By end of 2017	•Incl 1 NEW position •Will outline how to build out community engagement, TA support
Additional Communications staffer	By end of 2019?	•NEW position •Will implement additional communications strategy, media advocacy

Staffing Growth Plan & Timeline

2019 Staff organizational chart

Executive Director
Overall leadership, strategic direction, policy advocacy, development
Director of National Policy & Advocacy
Policy advocacy, coalition work
Policy Associate
(2017-2018)
Research and data collection, development of community education resources
Managing Director
Internal operations, assess structure staffing, strategic plan implementation
Community Engagement Manager
(2017-2018)
NCSO Technical assistance, capacity building, org dev
Community Engagement Coordinator
(2017-2018)
NCSO support , local policy advocacy, base building, organizing
Communication & Development Manager
Communication strategy, media relations, individual donor cultivation , community education
Communication Associate
(2019)
Social media, web support, analytics
Administrative Manager
General office support, facility, management , IT support

Budget revenue history & projections

Fiscal year	*Budgeted revenue*	*Actual revenue*	*Comments*
2014	$1,286,275	$1,700,368	
2015	$1,488,746	$1,601,787	
2016	$1,219,729	$1,295,309	End of year appeal, one major new foundation grant still pending

Budget projections

- SAALT's budget projected to grow by $300,000-$500,000 over three years covered by strategic plan
- Individual donor fundraising projected to grow to $100,000 by end of 2019: 66% increase over current individual donor fundraising ($60,000 annually)
- Increased budget largely driven by:
  - staff growth (salaries & fringe)
  - additional future regranting to grassroots South Asian organizations (part of capacity building work)

Fiscal year	*Projected expenses*	*Comments*
2016	$1,219,729	Year 0 of plan
2017	$1,300,000	10% growth projected
2018	$1,400,000-$1,500,000	Accounts for staff growth & increased regranting ($50-$55k/yr)
2019	$1,600,000-$1,700,000	Includes more staff per plan, increased regranting ($65-$75k/yr)

CORE STRATEGIES, GOALS

Strategy 1: Engage in national level policy advocacy focused on hate violence, immigration, and civil rights and liberties, informed by our work and experience at the community level.

3-YEAR RESULTS:

Strategy 1A: National Advocacy: Immigration

- The needs of South Asian immigrants (focus on legalization, impact of family reunification, anti-profiling protections, enforcement) are well understood within the immigrant rights movement and by national-level policymakers (elected, appointed) and have an impact on policy decisions
- Local South Asian organizations & leaders are educated on how federal immigration policy affects them and their families, & are able to actively engage in advocacy for just immigration policies at the state and local level.

Strategy 1B: National Advocacy: Hate Violence

- Local South Asian organizations and leaders have tools, resources, and relationships to anticipate and respond to hate violence.
- Increased awareness of the issue and its impact and positive policy recommendations from national policymakers
- Improved policy positions from policymakers that connect hate violence with police violence, historical anti-Black and anti-Muslim sentiment

Strategy 1C: National Advocacy: Civil Rights and Civil Liberties

- Greater awareness among federal policymakers of the disproportionate impact of racial profiling policies on MASA communities
- Increased awareness of government surveillance programs and their impact on MASA communities so impacted communities can make informed decisions for their own safety and security

CORE STRATEGIES, GOALS

- STRATEGY #1A: National Policy Advocacy: IMMIGRATION

Year	Core Activities	Metrics of Success
2017	<u>Community Education & Engagement</u> • Educate the SA community on what's at stake: on how federal immigration policy affects them and their families • Engage and inform the immigrant rights movement and inform the policy debate (focus on legalization, impact of family reunification, enforcement) • Coordinate biennial National South Asian summit and include sessions on immigrant justice <u>Impact Policy</u> • Map key decision makers in new administration and establish key relationships • Assess field interest, capacity to engage on immigration reform advocacy, mobilization • Continue to ensure the needs of South Asian immigrants (focus on legalization, impact of family reunification, enforcement) are front and center for national-level policymakers (elected, appointed) through ongoing data collection & advocacy with policymakers • Coordinate annual Lobby Day with NCSO participation	**Published fact sheets and resources** for NCSO and community partners **Established baseline and increased number of:** • Organizations/leaders targeted with information about the issue • Policymakers reached • Organizations/leaders attending Summit sessions on immigrant justice • NCSO and community partners engaged in immigration reform advocacy, mobilization • NCSO partners requesting information on immigration issues (via subscribing to issue-specific newsletters, etc.) **Updated National Action Agenda** that addresses immigration reform **Meetings with 30-35 members of Congress** during Lobby Day

CORE STRATEGIES, GOALS

- STRATEGY #1A: National Policy Advocacy: IMMIGRATION

Year	Core Activities	Metrics of Success
2018	<u>Community Education & Engagement</u> • Continue informing and engaging the South Asian field on immigration reform • Continue developing educational materials on the impact for immigration reform <u>Impact Policy</u> • Ramp up Congressional engagement on immigration policy: will depend upon whether legislation/executive action introduced in 2017 • Coordinate annual Lobby Day with NCSO participation	Increased number of organizations/leaders: • Targeted with information about the issue • Requesting and using factsheets and resources • Actively engaged in state and local immigration policy campaigns Number of policymakers reached Number of times SAALT is called in as experts Evidence of policy positions influenced by SAALT's recommendations (i.e. press statements, legislative advocacy platforms, etc.) Meetings with 35-45 members of Congress during Lobby Day

CORE STRATEGIES, GOALS

- STRATEGY #1A: National Policy Advocacy: IMMIGRATION

Year	Core Activities	Metrics of Success
2019	<u>Community Education & Engagement</u> • Continue to ensure local South Asian organizations and leaders are educated on how federal immigration policy affects them and their families, and are able to actively engage in advocacy for just immigration policies at the state and local level • Coordinate biennial National South Asian Summit and include sessions on immigrant justice <u>Impact Policy</u> • Continue to ensure the needs of South Asian immigrants (focus on legalization, impact of family reunification, enforcement) are front and center for national-level policymakers (elected, appointed) through ongoing data collection and meetings and decision and policymakers • Coordinate annual Lobby Day with NCSO participation	Increased: • Number of NCSO partners actively engaging in advocacy toward national-level immigration policy reform • Number of South Asian American community members reached with information on federal immigration policy via NCSO, social media, click throughs from SAALT email updates • NCSO engagement/advocacy on federal level immigration reform via participation in mobilizations, immigration reform coalitions, Congressional & agency advocacy meetings • Organizations/leaders attending Summit sessions on immigrant justice **Evidence of policy positions influenced** by SAALT's recommendations (i.e. press statements, legislative advocacy platforms, etc.) **Meetings with 45-50 members of Congress** during Lobby Day

CORE STRATEGIES, GOALS

- STRATEGY #1B: National Policy Advocacy: HATE VIOLENCE

Year	Core Activities	Metrics of Success
2017	<u>Data Collection & Dissemination</u> • Leverage 2016 policy report to engage community on hate violence • Leverage National South Asian Summit to disseminate report • Continue to host national database tracking hate violence and xenophobic rhetoric on SAALT's website <u>Community Education & Engagement</u> • Develop educational resources to help community members respond to hate violence <u>Impact Policy</u> • Continue efforts to play thought leadership role nationally on hate violence • Engage new administration and Congress with policy solutions on hate violence • Advocate for the continuation of White House Interagency Hate Violence Task Force • Coordinate annual Lobby Day with NCSO participation	Established baseline and increased number of: • Organizations/leaders targeted with information about the issue • Policymakers reached • Agency officials, leaders reached • Social media shares on scale and scope of hate violence incidents • Total incidents of hate violence/xenophobic rhetoric tracked and community reported incidents **Published toolkit and resources** for organizations/leader on responding to hate violence **Policy statements** from elected, appointed officials that illustrate SAALT's framing and analysis **Updated National Action Agenda** that addresses hate violence **Continuation of White House Interagency Hate Violence Task Force** **Meetings with 30-35 members of Congress during Lobby Day**

CORE STRATEGIES, GOALS

- STRATEGY #1B: National Policy Advocacy: HATE VIOLENCE

Year	Core Activities	Metrics of Success
2018	<u>Data Collection & Dissemination</u> • Continue to host national database tracking hate violence and xenophobic rhetoric on SAALT's website <u>Community Education & Engagement</u> • Ramp up technical assistance to South Asian field regarding hate violence • Disseminate educational resources and toolkits for communities on how to respond to hate violence <u>Impact Policy</u> • Continue and expand thought leadership role on hate violence • Engage new administration to ensure hate violence remains priority in Congressional debate • Coordinate annual Lobby Day with participation of NCSO	**Increased number of:** • Total incidences of hate violence/xenophobic rhetoric tracked annually and community supported incidences • Organizations/leaders targeted with information about the issue • Organizations/leaders requesting and using resources • Policymakers reached • Times SAALT is called in as experts **Evidence of policy positions influenced** by SAALT's recommendations (i.e. press statements, legislative advocacy platforms, etc.) **Continuation of White House Interagency Hate Violence Task Force** **Meetings with 35 to 45** members of Congress during Lobby Day

CORE STRATEGIES, GOALS

- STRATEGY #1B: National Policy Advocacy: HATE VIOLENCE

Year	Core Activities	Metrics of Success
2019	<u>Data Collection & Dissemination</u> • Continue to host national database tracking hate violence and xenophobic rhetoric on SAALT's website <u>Community Education & Engagement</u> • Continue providing a high level of technical assistance and resources to local South Asian organizations and leaders to anticipate and respond to hate violence <u>Impact Policy</u> • Continue ramping up efforts to ensure hate violence remains a priority among national policymakers • Coordinate annual Lobby Day with participation of NCSO	Steady and/or increased: • Total incidents of hate violence/xenophobic rhetoric tracked annually and community reported incidents • Number of organizations/leaders requesting tools and resources • Policymakers who support addressing the issue publicly **Evidence of policy positions influenced** by SAALT's recommendations (i.e. press statements, legislative advocacy platforms, etc.) **Continuation of White House Interagency Hate Violence Task Force** **Meetings with 45-50 members of Congress** during Lobby Day

CORE STRATEGIES, GOALS

- STRATEGY #1C: National Policy Advocacy: CIVIL RIGHTS/CIVIL LIBERTIES

Year	Core Activities	Metrics of Success
2017	<u>Community Informed Data Collection</u> • Map and document scale and impact of racial profiling in South Asian communities <u>Community Education & Engagement</u> • Educate and engage grassroots South Asian groups on policy developments • Develop fact sheets and other public resources outlining disproportionate impact of civil rights and civil liberties protection of South Asian communities <u>Impact Policy</u> • Provide national level thought leadership: outline & connect civil rights safeguards given current national security context, impact on grassroots communities • Engage new administration and Congress on issues • Coordinate annual Lobby Day with participation of NCSO	**Established baseline and increased number of:** • Community sourced data on incidents of racial profiling in South Asian communities • Organizations/leaders targeted with information about the issue • Calls to action/action alerts to South Asian communities • Policymakers reached • Conversations/gatherings with allies **Published fact sheets and resources** for organizations/leaders outlining disproportionate impact of civil rights and civil liberties protection of South Asian communities **Updated National Action Agenda** that addresses South Asian civil rights/civil liberties **Evidence of policy positions influenced** by SAALT's recommendations (i.e. press statements, legislative advocacy platforms, etc.) **Meetings with 30-35 members of Congress** during Lobby Day

CORE STRATEGIES, GOALS

- STRATEGY #1C: National Policy Advocacy: CIVIL RIGHTS/CIVIL LIBERTIES

Year	Core Activities	Metrics of Success
2018	<u>Community Informed Data Collection</u> • Map and document scale and impact of racial profiling in South Asian communities <u>Community Education & Engagement</u> • Beta test state/local policy engagement on affirmative measures • Amplify the voices of affected individuals <u>Impact Policy</u> • Steady, informed engagement with Congress and thought leaders • Dovetail engagement with NCSO to leverage/mirror enhanced policy advocacy at state/local level • Coordinate annual Lobby Day with participation of NCSO	Steady and/or increased number of: • Community sourced data on incidents of racial profiling in South Asian communities • South Asian organizations reached with information on programs and impact on communities • Policymakers actively engaging on these issues • Times SAALT is called in as experts • Calls to action/action alerts to South Asian communities • Organizations using SAALT's expertise as a resource for conferences, policy advocacy alerts, and via social media Identify and share **lessons learned** on affirmative state/local policy engagement **Evidence of policy positions influenced** by SAALT's recommendations (i.e. press statements, legislative platforms, etc.) **Meetings with 35-45 members of Congress** during Lobby Day

CORE STRATEGIES, GOALS

- STRATEGY #1C: National Policy Advocacy: CIVIL RIGHTS/CIVIL LIBERTIES

Year	Core Activities	Metrics of Success
2019	<u>Community Informed Data Collection</u> • Map and document scale and impact of racial profiling in South Asian communities <u>Community Education & Engagement</u> • Deploy enhanced state/local advocacy capacity toward national Civil Rights/Civil Liberties agenda • Continue increasing awareness of government surveillance programs and impact on MASA communities with our community <u>Impact Policy</u> • Map new Congress for any opening for advocacy • Continue bringing awareness to federal policymakers of the disproportionate impact of racial profiling on MASA communities • Coordinate annual Lobby Day with participation of NCSO	**Steady and/or increased number of:** • Community sourced incidences of racial profiling in South Asian communities • Policymakers reached • Times SAALT is called in as experts • Policymakers who support the issue publicly or with other agencies • Organizations reached with information on programs and impact on communities • Calls to action/alerts to South Asian communities **Evidence of policy positions influenced** by SAALT's recommendations (i.e. press statements, legislative advocacy platforms, etc.) **Meeting with 45 to 50 members of Congress** during Lobby Day

CORE STRATEGIES, GOALS

Strategy 2: Build community power by partnering with and strengthening the capacity of NCSO organizations (and candidate organizations for the NCSO) to impact state and local policy.

3 Year Results:

Strategy 2A: Engaging NCSO on State/Local Advocacy

- Increased evidence of NCSO partners playing roles in state/local policy advocacy campaigns

Strategy 2B: Capacity Building with NCSO Groups/South Asian Organizations

- Increased willingness of grassroots South Asian organizations to engage in policy/advocacy work at any level
- More developed management skills at NCSO groups to build stronger organizations, foster and sustain leadership internally to do the work

CORE STRATEGIES, GOALS

- STRATEGY #2A: ENGAGING NCSO ON STATE/LOCAL POLICY

Year	Core Activities	Metrics of Success
2017	<u>Assess NCSO Engagement</u> • Assess NCSO's current engagement on state/local policy and advocacy campaigns <u>Support NCSO</u> • Enhance opportunities at biennial Summit on state/local policy engagement for service organizations • Update NCSO National Agenda that includes local/state advocacy priorities • Continue to refine WBC and YLI leadership development and programming to more closely align with SAALT policy priorities • Start developing tools and resources for local campaign development (i.e. Power Analysis tool) for the NCSO • Develop a staffing plan to support NCSO on state/local policy work • Coordinate annual Lobby Day with NCSO participation	**Establish a baseline and increased number of :** • NCSO organizations participating in leadership development around state/local policy engagement • NCSO organizations engaged in state/local campaigns that align with SAALT policy priorities • Tools and resources developed for and utilized by the NCSO to engage in state/local policy advocacy campaigns **41 NCSO organizations** participate in annual Lobby Day **Updated NCSO National Action Agenda that includes local/state advocacy priorities** **Additional staff position(s)** dedicated to supporting NCSO on state/local policy work

CORE STRATEGIES, GOALS

- STRATEGY #2A: ENGAGING NCSO ON STATE/LOCAL POLICY

Year	Core Activities	Metrics of Success
2018	<u>Assess NCSO Engagement</u> • Identify potential state/local policy campaigns and advocacy opportunities for NCSO partners • Produce an annual report to highlight NCSO participation in local and state campaigns: spotlight on National Action Agenda <u>Support NCSO</u> • Develop technical assistance goals and resources that build NCSO local engagement capacity • Align technical assistance goals and deliverables with SAALT's policy agenda • Ramp up technical assistance on local advocacy campaigns for NCSO service provider groups • Coordinate annual Lobby Day with NCSO participation	**Number of state/local partnerships** facilitated for NCSO organizations **Annual report** that reflects NCSO engagement in local and state campaigns in line with the national agenda **Steady and/or increased number of:** • NCSO organizations seeking technical assistance in engaging and/or developing state/local policy advocacy campaigns • Tools and resources developed for and utilized by the NCSO to engage in state/local policy advocacy campaigns • NCSO organizations participating in annual Lobby Day increased from 41 to 43

CORE STRATEGIES, GOALS

- STRATEGY #2A: ENGAGING NCSO ON STATE/LOCAL POLICY

Year	Core Activities	Metrics of Success
2019	<u>Assess NCSO Engagement</u> • Assess success of state & local campaign engagement • Develop a communications infrastructure for the NCSO on state/local policy advocacy work and campaigns: peer sharing model between NCSO members <u>Support NCSO</u> • Continue supporting NCSO state/local policy work, ensure it informs SAALT's national policy agenda • Coordinate annual Lobby Day with NCSO participation • Include enhanced track on state/local policy advocacy at 2019 Summit	Number of states and municipalities where state/local advocacy occurs via the proxy of NCSO members Increased number of: • NCSO members participating in state/local arenas • Alliances (coalitions, decision-makers) between NCSO groups and state/local actors • NCSO members that share best practices, models, lessons learned with each other • NCSO organizations participating in annual Lobby Day and 2019 Summit increased from 43 to 45 Updated NCSO National Action Agenda includes state/local advocacy priorities

CORE STRATEGIES, GOALS

- STRATEGY #2B: Capacity Building w/ NCSO, South Asian Groups

Year	Core Activities	Metrics of Success
2017	<u>Community Outreach & Engagement</u> • Develop a community engagement staffing plan • Develop a recruitment strategy to expand the NCSO with an emphasis on underrepresented parts of the country (i.e. increase representation from the south) <u>Policy Education & Engagement</u> • Develop a more consistent presence on Capitol Hill for NCSO, South Asian grassroots groups more broadly • Host annual NCSO convening and Lobby Day at 2017 National South Asian Summit: incorporate feedback from SAALT strategic planning process & 2015 NCSO Convening <u>Capacity Building Tools & Resources</u> • Develop communications infrastructure to increase connectivity and capacity of the NCSO (i.e. weekly newsletters, blog spots, and increased social media shares) • Keep capacity building grant amounts steady through the We Build Community program • Train and assign Young Leaders Institute fellows to NCSO partners to work on capacity building projects	**Develop a community outreach strategic plan** **Increased number of NCSO members from 54 to 57** **Developed plan to annualize NCSO visibility and engagement** with Hill policymakers, SAALT **41 NCSO members** participate in annual NCSO convening and Lobby Day **2017 Summit** includes tracks on organization and leadership development and policy engagement for service organizations **Establish a baseline and increased number of communications** (i.e. newsletters, blog spots, and social media shares) directed to the NCSO **Establish a baseline on open rates and click through rates** in SAALT communications to the NCSO **Disburse at least $45,000** of capacity building grants to NCSO through We Build Community **10 YLI fellows** trained and assigned to NCSO partners on capacity building projects

CORE STRATEGIES, GOALS

- STRATEGY #2B: Capacity Building w/ NCSO, South Asian Groups

Year	Core Activities	Metrics of Success
2018	<u>Community Outreach & Engagement</u> • Execute community outreach strategy plan <u>Capacity Building Tools & Resources</u> • Survey and evaluate NCSO policy/advocacy, technical assistance, and funding needs • Continue to expand re-grant funding for capacity building through We Build Community • Determine amount of additional money to raise for NCSO re-granting based on survey and evaluation results • Assist NCSO in identifying local funding streams • Beta test communication strategies and programming to provide continued support including weekly communications and quarterly check-ins and webinars via community outreach strategic plan • Train and assign YLI fellows to NCSO partners to work on capacity building projects <u>Policy Education & Engagement</u> • Organize annual NCSO convening and Lobby Day to continue providing skill building resources and networking opportunities	**Additional staff position(s)** dedicated to providing ongoing support to the NCSO **Increased number of NCSO members from 57 to 60** **List of NCSO policy/advocacy, technical assistance, and funding needs** **Disburse at least $50,000-$55,000** of capacity building grants through We Build Community **Progress toward fundraising goal** for re-granting; $65,000-$75,000 **Number of NCSO members assisted with funding support** **Establish a benchmark and increased number** of NCSO partners engaged via communications, webinars, other means of communication **10 YLI fellows** trained and assigned to NCSO partners on capacity building projects **Increased number of NCSO members from 41 to 43** participating in annual NCSO Convening and Lobby Day

CORE STRATEGIES, GOALS

- STRATEGY #2B: Capacity Building w/ NCSO, South Asian Groups

Year	Core Activities	Metrics of Success
2019	<u>Community Outreach & Engagement</u> • Ramp up intra-NCSO communications structure • Enhance communication strategies and programming to provide continued support including weekly communications and quarterly check-ins and webinars via community outreach strategic plan <u>Build Capacity</u> • Expand SAALT's re-grant funding through We Build Community • Train and assign YLI fellows to NCSO partners to work on capacity building projects <u>Policy Education & Engagement</u> • Host annual NCSO convening, Lobby Day, and National South Asian Summit <u>Assess Impact</u> • Follow-up assessment of NCSO regarding SAALT programming and support to measure success and areas of growth	**NCSO membership reaches 63 to 65** **Steady and/or increased number** of NCSO partners engaged via communications, webinars, other means of communication **Disburse re-grant funding** ($65,000 to $75,000) via We Build Community **10 YLI fellows** trained and assigned to NCSO partners on capacity building projects **Number of organizations:** • Participating in policy/advocacy activities at the national level • Participating in annual NCSO Capitol Hill Lobby Day increases from 43 to 45

CORE STRATEGIES, GOALS

Strategy 3: Maintain crisis and rapid response capacity where critical gaps exist, and in service of advancing our communities' priorities

3-YEAR RESULTS:

- Achieve effective internal balance between rapid response and long-term strategic policy and communications goals

- Evidence of rapid response effort and learning from the experience

CORE STRATEGIES, GOALS

- STRATEGY #3: CRISIS AND RAPID RESPONSE WORK

Year	Core Activities	Metrics of Success
2017	<u>Establish Infrastructure</u> • Review and refine SAALT's existing rapid response strategy • Develop a communications strategy to improve current crisis and rapid response infrastructure • Develop a staffing plan to increase internal SAALT capacity around crisis and rapid response work	**Developed comprehensive rapid response and communications strategy plan** **Additional staff position(s)** dedicated to crisis and rapid response work
2018	<u>Increase Capacity</u> • Implement rapid response plan that balances SAALT efforts toward our core policy work w/engagement on emerging issues, needs	Number of: • Hours per month spent on rapid response • Press hits from rapid response engagement **Effectiveness of rapid response in advancing long-term goals** (i.e. new relationships, alliances, etc.) **10% growth in social media indicators/website traffic**
2019	<u>Evaluate Capacity Needs</u> Determine need for additional SAALT internal staff capacity for rapid response efforts	**Effective internal balance between** rapid response and long-term strategic policy and communications goals.

CORE STRATEGIES, GOALS

Strategy 4: Conduct analysis and gather evidence on the challenges and public policies that affect South Asians

3-YEAR RESULTS:

- Improved information infrastructure about trends/needs of South Asian communities

- Improved ability to inform decision makers, policy recommendations, and community about key trends

CORE STRATEGIES, GOALS

- STRATEGY #4: DATA COLLECTION AND ANALYSIS ON SOUTH ASIANS

Year	Core Activities	Metrics of Success
2017	<u>Develop Data Collection & Analysis Infrastructure</u> • Develop a report dissemination strategy with local and state allies, NCSO members • Continue hosting hate violence/xenophobic rhetoric database on SAALT website <u>Share & Disseminate Existing Data</u> • Push out data from 2016 policy report, SAALT hate violence/xenophobic rhetoric database • publish and share 2016 policy report and other data to inform public policy • Include presentation of 2016 policy report data as part of National South Asian Summit <u>Inform and Engage Decision and Policymakers</u> • Congressional information, engagement on 2016 policy report • Continued advocacy with federal agencies for disaggregated data	Establish a baseline to track frequency of • SAALT data reports used by community partners (citations/references) • Incidents of hate violence/xenophobic rhetoric reported through online database • Press hits on report data at national and local level • Data cited by mainstream and ethnic media • Data and information cited by decision-makers • Meetings with federal officials and agencies to discuss importance of disaggregating data for South Asian communities

CORE STRATEGIES, GOALS

- STRATEGY #4: DATA COLLECTION AND ANALYSIS ON SOUTH ASIANS

Year	Core Activities	Metrics of Success
2018	<u>Continue Data Collection & Analysis</u> • Continue hosting of hate violence/xenophobic rhetoric database on SAALT website • Identify gaps in disaggregated data on South Asians • Begin synthesizing comprehensive data resource on South Asians (depends upon internal SAALT staff capacity) <u>Share & Disseminate Existing Data</u> • Continue sharing and disseminating SAALT curated data to local and state allies <u>Inform and Engage Decision and Policymakers</u> • Continue advocacy with federal agencies for disaggregated data	**Increased frequency of community submissions** to hate violence database and other data collection projects **Steady and/or increased frequency of:** • Data cited by mainstream and ethnic media • Information cited by decision-makers • Meetings with policymakers, federal agencies, Members of Congress on importance of disaggregating data on South Asians

CORE STRATEGIES, GOALS

- STRATEGY #4 DATA COLLECTION AND ANALYSIS ON SOUTH ASIANS

Year	Core Activities	Metrics of Success
2019	<u>Continue Data Collection & Analysis</u> • Continue hosting of hate violence/xenophobic rhetoric database on SAALT website <u>Share & Disseminate Existing Data</u> • Develop annual updated fact sheets about our communities: on core policy priorities • Release updated community data report that includes comprehensive population demographics, hate violence and racial profiling, and immigration data <u>Inform and Engage Decision and Policymakers</u> • Continue advocacy with federal agencies for disaggregated data	**Increased frequency of community submissions** to hate violence database and other data collection projects **Updated fact sheets** about our communities: on core policy priorities **2019 policy report released** **Number of:** • Requests for information from NCSO •Press hits in mainstream, ethnic media on data resources **Increased discussions with federal agencies** on importance of disaggregating data on South Asian communities

CORE STRATEGIES, GOALS

Strategy 5: Articulate a communications strategy to amplify SAALT's brand and impact and shift national discourse about our communities

3-YEAR RESULTS:

STRATEGY #5B: SHIFTING NATIONAL DISCOURSE ON SOUTH ASIANS VIA MEDIA/OTHER COMMUNICATIONS STRATEGIES

- Increased visibility of SAALT's and community partners' priority issues/framing in national discourse

STRATEGY #5A COMMUNICATIONS/BRAND STRATEGY

- Coordinated communications strategy that allows SAALT to engage progressive South Asian Americans, the NCSO, media and opinion leaders, and other allies on South Asian American community needs, SAALT's core priorities, values, and value add

CORE STRATEGIES, GOALS

- STRATEGY #5A: COMMUNICATIONS/BRAND STRATEGY

Year	Core Activities	Metrics of Success
2017	<u>Develop Comprehensive Communications Strategy</u> • Develop a communications staffing plan • Assess effectiveness of existing communications platforms, social media <u>Increase Individual Donors/Dollar Giving</u> • Identify platforms to increase individual donors/dollar giving • Identify 3 priority audiences for email list <u>Build Media Database</u> • Develop list of reporters, editors to cultivate • Begin ramping up media relationships: meetings w/editors, conversations with reporters <u>Continue high-level strategic communications work on priority issues: hate violence, immigration reform, civil rights and civil liberties</u>	**Additional staff position(s)** dedicated to Communications **Identification of most effective, least effective communications platforms**, systems at SAALT. **Development of targeted press lists** **Number of press hits** **Number of individual donors/dollar giving** **15% Increase** in website traffic **15% increase** in social media analytics
2018	<u>Execute Communications Strategy Plan</u> • Develop communications plan to reach three priority audiences in SAALT email list <u>Enhance Press Engagement</u> • Develop infrastructure for South Asian media platform	**Number of individual donors/dollar giving** **20% Increase in website traffic** **20% Improved social media analytics** **Number of press hits**

CORE STRATEGIES, GOALS

- STRATEGY #5A: COMMUNICATIONS/BRAND STRATEGY

Year	Core Activities	Metrics of Success
2019	<u>Evaluate Communications Strategies</u> • Evaluate effectiveness of communications strategies and infrastructure and update accordingly • Survey NCSO and internal and external partners to assess SAALT's brand recognition	Number of press hits 30% Increase in website traffic 30% Improved social media analytics Number of individual donors/dollar giving

CORE STRATEGIES, GOALS

- STRATEGY #5B: SHIFTING NATIONAL DISCOURSE ON SOUTH ASIANS VIA MEDIA/OTHER COMMUNICATIONS STRATEGIES

Year	Core Activities	Metrics of Success
2017	<u>Develop Earned Media Strategy</u> • Develop an earned media strategy as part of the organization's overall communications strategy • Develop a communications staffing plan <u>Enhance and Build New Relationships with Media</u> • Continue current media efforts (i.e. distribution of press releases, statements to media, etc.) • Begin developing relationships with media outlets	A comprehensive earned media strategy **Dedicated staff position(s)** directed to implementing media strategy Increased number of : • Total press hits: at least 126 • Opportunities in broadcast media • Keynote opportunities Social media indicators/website traffic

CORE STRATEGIES, GOALS

- STRATEGY #5B: SHIFTING NATIONAL DISCOURSE ON SOUTH ASIANS VIA MEDIA/OTHER COMMUNICATIONS STRATEGIES

Year	Core Activities	Metrics of Success
2018	<u>Implement Earned Media Strategy</u> • Develop tools and resources for NCSO on ways to shift national discourse though state and local media outlets <u>Enhance and Build New Relationships with Media</u> • Continue developing relationships with media outlets	Increase in frequency and/or total of: • Media reaching out to SAALT for comment and/or story development • Press hits and opportunities in broadcast media • Social media indicators/website traffic • Number of keynote opportunities Resources and tools for NCSO on working with media

CORE STRATEGIES, GOALS

- STRATEGY #5B: SHIFTING NATIONAL DISCOURSE ON SOUTH ASIANS VIA MEDIA/OTHER COMMUNICATIONS STRATEGIES

Year	Core Activities	Metrics of Success
2019	<u>Evaluate Earned Media Strategy</u> • Evaluate current earned media strategy and effectiveness and update accordingly <u>Enhance and Build New Relationships with Media</u> • Strengthen relationships with existing media outlets, while developing new relationships • Organize National South Asian Summit with opportunities to engage a wider audience through media attendance and other communication strategies	Number of times SAALT's framing/priorities and community partner activities are mentioned in media coverage Steady and/or increased number of: • Press hits and opportunities for broadcast media • Social media indicators/website traffic • Keynote opportunities Number of participants at National South Asian Summit, including media presence

CORE STRATEGIES, GOALS

Strategy 6: Spearhead community and constituency education on priority issues and policies impacting South Asian communities

3-YEAR RESULTS:

- South Asian organizations are more informed about SAALT's priority issues.

- Increased engagement among SAALT's community partners to share information with their communities

CORE STRATEGIES, GOALS

- STRATEGY #6: COMMUNITY & CONSTITUENCY EDUCATION ON ISSUES/POLICIES IMPACTING SOUTH ASIAN COMMUNITIES

Year	Core Activities	Metrics of Success
2017	<u>Community Education & Engagement Plan</u> • Develop a plan to include staffing <u>Organize National Summit, NCSO Convening & Lobby Day</u> • Focus on community education on issues impacting South Asian communities • Update National Action agenda for NCSO convening <u>Disseminate Educational Materials & Resources</u> • Continue dissemination of fact sheets, press releases, and statements around issues/policies impacting South Asian communities	**Dedicated staff position(s)** focused on community education and engagement **Establish a baseline and increased number of:** • Community members and organizations participating in National South Asian Summit • Fact sheets, press releases, and statements • Organizations targeted with information **41 NCSO** members attend annual NCSO convening and Lobby Day **Updated National Action agenda**

CORE STRATEGIES, GOALS

- STRATEGY #6: COMMUNITY & CONSTITUENCY EDUCATION ON ISSUES/POLICIES IMPACTING SOUTH ASIAN COMMUNITIES

Year	Core Activities	Metrics of Success
2018	<u>Execute Community Education & Engagement Plan</u> • Develop toolkit for community education and engagement for NCSO and community partners • Continue dissemination of fact sheets, press releases, and statements around issues/policies impacting South Asian communities <u>Provide Technical Assistance</u> • Provide technical assistance around community and constituent education and engagement for NCSO and community partners <u>Host Annual NCSO Convening & Lobby Day</u>	**Community education and engagement toolkit and technical assistance plan and infrastructure** **Increased number of:** • Organizations targeted with information **Increased number of NCSO members from 41 to 43** participating in annual NCSO Convening and Lobby Day

CORE STRATEGIES, GOALS

- STRATEGY #6: COMMUNITY & CONSTITUENCY EDUCATION ON ISSUES/POLICIES IMPACTING SOUTH ASIAN COMMUNITIES

Year	Core Activities	Metrics of Success
2019	<u>Evaluate Communication & Constituency Education Strategies</u> • Survey the NCSO on effectiveness of above <u>Provide Technical Assistance</u> • Continue providing technical assistance around community and constituent education and engagement for NCSO and community partners <u>Organize National South Asian Summit, NCSO Convening & Lobby Day</u> • Focus on community education on issues impacting South Asian communities <u>Disseminate Educational Materials & Resources</u> Continue dissemination of fact sheets, press releases, and statements around issues/policies impacting South Asian communities	**Increased visibility** among South Asian organizations on SAALT priority issues **Increased engagement** of our community partners in sharing the information with their communities **Steady and/or increased number** of organizations targeted with information **Number of Summit attendees** **Number of events/engagements** undertaken by community partners **Increased number of NCSO members from 43 to 45** participating in annual NCSO Convening and Lobby Day

KEY ACTIVITIES & DELIVERABLES SLATED FOR YEAR 1

- SEVERAL CORE DELIVERABLES ALREADY ENVISIONED FOR YEAR 1 OF PLAN
- ADDITIONAL ACTIVITIES WILL BE REFINED, ENHANCED FOR YEAR 1 VIA ANNUAL ORGANIZATIONAL PLANNING

Activity	Aligned w/ which Strategies?	Comments
National South Asian Summit	1,2,4,5,6	Will remain biennial; aligned w/many strategies
Annual NCSO Lobby Day	1,2,4,6	Enhanced frequency to become annual (previously biennial)
Annual NCSO convening	1,2,4,6	1st NCSO convening only at 2015 Summit
NCSO Survey: Advocacy, Capacity Building Interest	1,2,4,6	Critical to determine which partners to engage, how
Map Capitol Hill landscape post Election	1,4	Power analysis will be crucial to SAALT's advocacy
Community Engagement staffing plan	1,2,3,4,5,6	Key to aligning SAALT staffing w/engagement priorities

ORGANIZATIONAL ASPIRATIONS:

WHERE DO WE SEE OURSELVES AND OUR IMPACT AT THE END OF 2019?

- SAALT is well-positioned to play an enhanced role as a voice for South Asian American communities and their issues and concerns
- SAALT is positioned to play an enhanced role as a resource for South Asian American communities as they strive for full participation in American civic life
- SAALT provides credible thought leadership on immigration reform, civil rights, and civil liberties policies and on how they impact the South Asian American community: SAALT is seen as the right place to start when seeking to understand South Asian issues and how they are impacted by public policies
- SAALT leverages the strategic and timely opportunity of a new administration to serve as a bridge between South Asian grassroots organizations and to ensure South Asian American issues and priorities remain part of the policy and political discourse
- SAALT builds the capacity of the NCSO and South Asian American field groups in geographically diverse regions (including new destination areas) through its programs, advocacy, and re-granting

ORGANIZATIONAL ASPIRATIONS:

WHERE DO WE SEE OURSELVES AT THE END OF 2019?

- South Asian American organizations and the NCSO are able to expand their presence beyond traditional and longstanding South Asian American community hubs into new destination areas where needs exist
- SAALT plays an enhanced role as a reputable convener on issues, priorities, and policies relevant to the South Asian community and to its mission
- SAALT strategically engages federal policymakers, agency leaders, and influencers on issues core to the South Asian community and demands accountability from elected officials that represent longstanding South Asian communities as well as newer community hubs
- SAALT is well-positioned to persuasively present and represent needs of South Asian American communities via mainstream and ethnic media – broadcast, print, social.
- SAALT is able to effectively and strategically solicit financial support from individuals for its work while continuing to advance its progressive, cross-movement, multi-ethnic analysis on its core issues